

Market Research Abstracts

Volume 25

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JOURNALS & SOURCES CONSULTED

Abstracts in this issue have been derived from the following journals and other sources. American journals are marked with an asterisk.

Research

Market Research Society Conference

European Research

Journal of the Market Research Society (JMRS)

*Journal of Advertising Research

*Journal of Marketing Research

Operational Research Quarterly

*Operations Research

*Journal of Consumer Research

Statistical

Oxford Bulletin of Economics & Statistics

*Journal of the American Statistical Association

Journal of the Royal Statistical Society Series A (General)
Series C (Applied Statistics)

Statistical News

Psychological/Sociological

*American Journal of Sociology

*Behavioral Science

British Journal of Psychology

British Journal of Social & Clinical Psychology

British Journal of Mathematical & Statistical Psychology

British Journal of Sociology

*Educational & Psychological Measurement

Psychological/Sociological (continued)

Human Relations

- *Journal of Abnormal Psychology
- *Journal of Personality & Social Psychology
- *Journal of Applied Psychology
- *Journal of Social Issues
- *Psychological Bulletin
- *Psychological Review

Economics/Marketing/Advertising/ Business management

ADMAP

Advertising Quarterly

European Journal of Marketing

- *Harvard Business Review

Journal of Industrial Economics

- *Journal of Marketing

Management Decision

- *Management Science

National Institute Economic Review

- *Public Opinion Quarterly

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Psychological/Sociological (continued)

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- *Journal of Abnormal Psychology
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